

Request for City Council Committee Action from the Office of the Neighborhood and Community Relations Department

Date: February 7, 2013

To: Council Member Robert Lilligren, Chair, Committee of the Whole

Referral to: City Council

Subject: Boards and Commissions Diversity

Recommendation: The following recommendations summarize the work of the Neighborhood and Community Engagement Commission (NCEC) and staff in examining strategies for broadening diversity on the City's Boards and Commissions. Primary responsibility for implanting these recommendations is also included:

- 1. <u>Continue and Enhance Outreach in the Open Appointments Process (NCR Department and City Clerk's Office)</u>. Existing efforts to raise awareness of the appointments process has greatly increased the number of applicants. To ensure that a diverse applicant pool is available for appointment, the following measures are recommended:
 - A. Continue the One Minneapolis Fund effort to encourage leadership development among the city's cultural organizations and to serve as platform for future board and commission members.
 - B. Expand the City Academy program to educate residents on City operations and promote service on boards and commissions.
 - C. Continue efforts such as the Latino Advisory Task Force and the American Indian Memorandum of Understanding Work Group which involve leaders of cultural communities in City affairs.
 - D. Increase outreach efforts to cultural communities in the city following the recommendations of the NCEC. These include contacts with community leaders and hosting issue forums to promote service on boards and commissions.
- 2. Expand Existing City Processes to Increase the Applicant Pool (NCR and City Clerk's Office)
 - A. Use City staff to augment existing outreach efforts by recruiting residents who are active in neighborhood, cultural and community organizations for service on boards and commissions.
 - B. Initiate the use of voluntary demographic forms with the applications to measure progress toward recruiting a diverse applicant pool.
- **3.** Adopt Policies Regarding Appointments (City Council). The City Council should develop specific goals for diversity on boards and commissions and policies regarding the appointment process which move toward achieving those goals. These polices should draw upon the recommendations of the NCEC shown in Attachment A to this report and the successful models of recruitment and selection on existing City boards. It is further recommended that the policies should initially be focused on increasing diversity on the 8 Development Boards and 10 General Advisory Commissions. These boards have the

- most direct advisory role on City decision making processes and include the most seats filled in the open appointment process.
- **4.** <u>Initiate an Orientation Process for New Members (City Clerk's Office, NCR, Commission staff).</u> To ensure that new members are effective in their service on boards and commissions, expanded orientation and training should be implemented. This includes general training to the operation of advisory boards and specific orientation on the issues encountered on specific boards and commission.

Previous Directives:

February 6, 2009 - As part of the consideration of appointments to the Neighborhood and Community Engagement Commission the City Council adopted the following motion:

Hodges moved to amend the report to direct NCR staff to forward a request to the NCEC to develop and recommend recruitment strategies for NCEC board member selection for both city and neighborhood appointments that promote racial, ethnic, gender, and geographic diversity on the NCEC board. Staff should request that the recommendation include evaluation methods and an annual report to the NCR's reporting committee, and that the NCEC report back with its recommendation to Committee of the Whole no later than August 13, 2009.

August 31, 2012 - The Committee of the Whole reviewed the results of the 2012 Boards and Commissions Diversity Survey and approved the following action:

- a) That the Director of the Department of Neighborhood and Community Relations be directed to work with the Neighborhood and Community Engagement Commission (NCEC) to:
 - 1. Develop draft principles or guidelines that support increased diversity on the City boards and commissions for the City Council and the Mayor to consider when filling vacancies;
 - 2. Review and make recommendations on the selection process, including an examination of successful models in the City and the use of alternates in advisory boards;
 - 3. Report back to the Committee of the Whole by January 31, 2013; and
- b) That the City Clerk be directed to review eligibility requirements for the City's boards and commissions to ensure their relevancy and to recommend to the City Council by January 31, 2013, where possible, the elimination of unnecessary requirements.

This report has been postponed from the January 24th Committee of the Whole meeting to allow time for the NCEC to finalize its recommendations

Department Information

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Paul Aasen, City Coordinator		
Presenters in Committee:	Howard Blin, Neighborhood and Community Relations Staff Henry Jimenez, Neighborhood and Community Engagement Commissioner	

Community Impact

Fostering greater diversity on City Boards and Commissions helps achieve the following City Goals:

One Minneapolis

Family friendly opportunities and amenities abound, New arrivals are welcomed, diversity embraced, Race and Class gaps are closed in employment and housing, seniors stay and talents are tapped.

A City that Works

Shared democracy empowers residents as valued partners, 21st Century government: collaborative, efficient and reform minded, Transparency, accountability and fairness are our hallmarks

Background

For the purposes of this report, board and commission diversity means achieving broad representation across gender, racial, age, sexual orientation, geographic, educational and economic groups.

The City makes appointments 52 boards and commissions. These include a wide range of boards including policy making bodies, development boards, advisory bodies, special service districts, and watershed management districts. Of these, the core advisory functions to City government are carried out by the 8 Development Boards and the 10 General Advisory Commissions. The list of these boards and how appointments are made to each body is shown in Attachment B.

Not only is there great variety in the work of these bodies, how members are appointed varies among the boards. Some boards are appointed entirely by the City Council or the Mayor. Most have some combination of mayoral and City Council appointments.

In 2010 major changes were made to the boards and commissions application and appointment process. The previous practice of making appointments throughout the year was replaced with a semi-annual process where roughly one-half of the boards had appointments scheduled in the fall and appointments for the other half scheduled for the spring.

In addition to changing the schedule for appointments, the NCR Department and Clerks Office expanded outreach efforts in order to increase the number of applicants. This included:

- Holding community forums on boards and commission opportunities.
- Repeated notices to neighborhood and cultural organizations regarding the applications process.
- Stories in cultural media promoting boards and commissions.
- Outreach to targeted individuals to encourage them to apply.

Streamlining the process and increasing outreach has resulted in doubling the number of applications received:

<u>Year</u>	Total Applications
2009	214
2010	378
2011	439

Diversity Survey

In 2009 and again in 2012 members of City boards and commissions were surveyed to determine the demographic composition of those bodies. The key findings of the most recent survey are:

- The level of racial diversity on boards and commissions remains low. Survey respondents who identified themselves as non-white made up only 14 percent of those surveyed. This was a decline from 19 percent who identified as non-white in the 2009 survey.
- Achieving diversity in income and educational levels has also proven difficult. The survey indicates that incomes and educational levels of people serving on boards and commissions are significantly higher than the overall city population.

The primary conclusion from the survey is that while the City has had success in increasing the pool of applicants, we have been far less successful in gaining greater diversity on the boards and commissions.

Neighborhood and Community Engagement Commission Review

Following the August 2012 Council direction the NCEC created a task force to explore options for broadening diversity on boards and commissions. The NCEC looked beyond the appointment process to include engagement efforts and capacity building strategies, the application process, the general structure of boards and commissions, orientation of new members and retention strategies, and monitoring efforts. The recommendations of that task force are included in Appendix A.

Successful Models

The NCEC Task Force looked at similarly sized cities to determine if successful strategies exist to promote diverse membership on these bodies. The Cities of Kansas City, Milwaukee, Madison, Portland, St. Paul, San Francisco, and Seattle were contacted. While all of these cities cited diversity as a goal, none had specific policies or programs to promote diversity. Only Seattle measured the demographic composition of its boards and commissions. Many of these cities did, however, require interviews for candidates for boards and commissions which allowed an informal means for identifying and appointing minority board members.

Many of these cities had general policy statements similar to the following policy included in the San Francisco City Charter:

It shall be the official City policy that the composition of each appointive board, commission, or advisory body of any kind established by this Charter or legislative act of the United States of America, the State of California, or the Board of Supervisors shall reflect the interests and contributions of both men and women of all races, ethnicities, sexual orientations, and types of disabilities. The voters therefore urge in the strongest terms all City officers and agencies involved in nominating, appointing or confirming members of those appointive boards, commissions, or advisory bodies to consider and as appropriate support the nomination, appointment or confirmation of female, minority, and disabled candidates to fill seats on those bodies.

There are examples of City boards and commissions where greater diversity of membership has been achieved. In all of these boards, staff outreach was used in the recruitment of commission applicants. In addition, due to the communities served by these commissions, creating a diverse membership was a primary consideration in the appointment process.

- Minneapolis Workforce Council. In the most recent round of appointments to the
 Workforce Council, four of the five new members were from minority communities.
 This was a result of establishing a goal of creating greater diversity on the Workforce
 Council and staff and the Mayor working closely together on outreach, recruitment
 and the appointment of diverse applicants.
- Neighborhood and Community Engagement Commission. This body has broad racial
 and gender diversity. This was again was a result of establishing a goal of creating
 greater diversity on the NCEC and the City Council and staff working closely together
 on outreach, recruitment and the appointment of diverse applicants.
- Civil Rights Commission. Given the nature of the work of the Commission, emphasis has been placed on appointing members who represent minority communities in the city.